

THE LOOP

Keeping you in it

BUSINESS FEATURE

Preview & District

ARE YOU PREPARED?

Minimum wage increase

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Friday April 21st

**School
Holidays**

In The Square

Reasons for optimism



I understand that running a business can be challenging, and even more so in the current economic climate. However, I want to encourage you to stay positive and remind you that there are many reasons to be optimistic about the future of your businesses in Pukekohe.

Firstly, Pukekohe is a growing town that offers a wide range of opportunities for businesses. With its strategic location and proximity to Auckland, Pukekohe is a prime location for businesses looking to expand and grow.

Additionally, the town has a strong sense of community and a thriving local economy,

which can provide a stable base for your business to build upon.

Secondly, Pukekohe has a diverse range of industries, including agriculture, manufacturing, and tourism. This diversity can help to insulate your business from the effects of economic downturns or other external factors that may affect one particular industry.

Thirdly, the government and local authorities are actively investing in Pukekohe's infrastructure and development, which can create more opportunities for your business.

For example, the recent completion of the Southern Motorway extension has improved transport links to Auckland and other nearby towns, making it easier for businesses to access customers, suppliers, and markets.

Furthermore, there are several initiatives that are supporting the growth of small and medium-sized businesses in Pukekohe, such as business incubators, mentorship programs, and funding opportunities.

These resources can provide valuable support and guidance for business owners looking to start, expand or pivot their business.

By continuing to stay agile and responsive to the needs of your customers and the community, you can position your business for success in the long term.

“It’s important to remember that every challenge presents an opportunity for growth & innovation”

In conclusion, while there are undoubtedly challenges facing businesses in Pukekohe, there are also many reasons to be optimistic about the future.

This is why it is so crucial we (PBA) develop our new strategy for a thriving Pukekohe. Can I encourage you to participate and provide feedback as the opportunity arises.

Consultation starts soon – there ARE many reasons to be optimistic about the future of your business in Pukekohe.

Rupert Ross, PBA President

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GIVE IT A WHIRL WITH Bakers Delight

This month we donned our hair nets and visited Bakers Delight to give Hot Cross Bun making a whirl!

You know Easter is just around the corner when hot cross buns are flying off the shelves.

Whether you're a fan of the Traditional hot cross bun, or prefer the sweetness of the Apple & Cinnamon or Choc Chip options, Bakers Delight is the place to get your fix – just ask the constant queue of customers lining up outside their doors!

We have to admit that we didn't start the process entirely from scratch – Owner and baker extraordinaire, Mike Faulkner had prepped the dough before our arrival to save some time.

We got started by spreading out the dough on to round moulding trays – similar to preparing a round pizza base. Next we inserted the tray into a machine aptly named Dr Robot, and watched the

magic happen as Dr Robot shook and moulded the dough into perfect round balls within a matter of seconds.

We then took turns transferring the dough onto large baking trays, before putting them into the prover for 35 minutes then in the oven for 10 minutes.

While we waited, we chatted to Mike about his history with Bakers Delight and discovered that he began working at the Pukekohe bakery when it first opened in 2003, and by 2013 he had become the proud owner of the Pukekohe franchise.

We were blown away to hear that not only is Bakers Delight Pukekohe the busiest franchise in the country, but they also support roughly 150 local fundraisers every year! It's no wonder they won the Community Engagement at the 2019 NZ Franchisee Awards.

Just like that, the short wait was over and it was time to start adding the

finishing touches. Piping bag in hand, we took turns to attentively pipe lines of paste across each row of buns to form crosses. We weren't quite as quick as Mike, but we wanted to make sure customers wouldn't be purchasing buns with wonky lines!

After popping the buns back in the oven for the final time, we brushed them with a glaze to make them sweet and shiny and ready to be packaged up and sold to the next influx of happy customers!

We really enjoyed our behind the scenes experience at Bakers Delight and realised just how busy the team is on a daily basis as they supply our community with delicious baked goodness.

Thanks Mike and team!

Visit Bakers Delight!
2 Stadium Drive, Pukekohe
09 237 1067
bakersdelight.co.nz

Police Report

With Community Constable Keven Greasley

We have had more positive outcomes with two of our most recent high profile retail crime offenders pleading guilty to all charges laid against them.

As I often harp on about, these guilty pleas were largely due to quality in store CCTV footage clearly showing the offenders face and them leaving with the product.

This was then supported by timely and accurate reporting and follow up statements.

The biggest message I want to push in this edition is Community Cam, which is a fantastic tool available to Police which provides us with instant knowledge of

where CCTV cameras are within our community.

Once set up, with all your CCTV cameras registered, Police can save a considerable amount of time walking around & door knocking at residential and commercial addresses to determine where cameras are located; not to mention who has access to or the ability to use them.

This time can be vital to any investigation and can be used for many other tasks. This could not only benefit an investigation that you are a victim of, but could also help one that has affected a neighbouring business or resident.

In other news, we would like to offer a massive thank you to Ange Hook from Baby on the Move. Ange has kindly provided the Pukekohe Police two children's car seats.

Police have multiple occasions where we need to transport children. These include when young children are found missing or unaccompanied, are involved in vehicle incidents or need to be transported from volatile situations to a place of safety. Thank you again Ange.

That's all from me, I'll see you all out there.

Kev

NEWS FROM THE PBA

As we head into the cooler months of Autumn, we cover our upcoming Pukekohe Business Excellence Awards, and our School Holidays in the Square event. You can also read about the minimum wage increase starting this month and some tips on becoming sustainable.

PUKEKOHE BUSINESS EXCELLENCE AWARDS

Nominations for the Pukekohe Business Excellence Awards have officially closed and we look forward to presenting the Finalists in next month's Loop.

In the meantime, voting for the People's Choice category opens Thursday, 13th April. Head to www.pukekohe.org.nz to view the finalists and cast your vote!

We would like to say a huge thank you to our category sponsors and judges:

Crosbies Security – Excellence in Community Contribution

Mitre 10 MEGA Pukekohe – Excellence in Customer Service

Franklin Law – Employer of the Year

Innovation Franklin – Excellence in Innovation

Cairnscorp – Excellence in Manufacturing

Razor Web Design Ltd – Excellence in Marketing

Counties Energy – Excellence in Sustainability

Stuff Media – People's Choice

Weck's ITM Pukekohe – Business of the Year

Judges: Audrey Williams, Lara Hellier, Mike Marr, Genelle Palmer, Angela Fulljames

BUSINESSES NEEDED FOR WORK EXPERIENCE

Pukekohe High School would like to invite businesses to participate in their year 11, 12 and 13 structured workplace learning programme, "GATEWAY".

PHS assists and encourages students to seek a placement in a field of work that interests them. Structured Workplace Learning will be organised under the Gateway Programme. This means that students are required to work on NZQA Unit Standards that are relevant to their work placement.

Students are expected to work for 1 day a week for 5 to 10 weeks or school holidays (depending on the programme).

In return, businesses are asked to assist with the students on the job learning, giving them set tasks that relate to the workplace. The placement not does require payment and employers will have the opportunity to interview the student.

This information is not industry specific, however there are currently students looking for Hospitality placements in the 2nd week of April's school holidays.

For more information, contact Gateway Coordinator, Samantha Kelsall at skelsall@pukekohehigh.school.nz or phone 02102414764.

MINIMUM WAGE INCREASE

As a business owner or manager, you need to be ready for the increase in minimum wage rates from Saturday, 1 April 2023.

The details of the increase are:

- Adult minimum wage will go up, from \$21.20 to \$22.70 per hour.
- Starting-out and training minimum wage will go up from \$16.96 to \$18.16 per hour.
- All rates are before tax and any lawful deductions, for example PAYE tax, student loan repayment, child support.

If you have not yet talked to your accountant, payroll provider or your finance/HR teams now is the time. It is also an opportunity to check your employment records, processes and systems are current.

Read about types of wage rates, exemptions and more at www.employmentgovt.nz



COMMUNITY CAM

Community Cam is a voluntary, not for profit community initiative where people can register a property with CCTV, and upload CCTV footage, to help solve crime in their neighbourhood.

When a crime is committed, the NZ Police can refer to Community Cam to quickly identify CCTV locations of registered users in and around the scene of the crime. This then allows the police to contact you to help with an investigation.

If your business has a CCTV system and has not yet joined Community Cam, please consider doing so as it would be a huge help to our local community Police team as well as the business community.

For more info or to register your camera, visit communitycam.co.nz/register.cfm



INNOVATION WORKSHOP RECAP

Thank you to everyone who attended our recent business workshop, hosted by Franklin Innovation Chair, Mike Marr.

Mike lead an engaging presentation, encouraging attendees to think about innovative ways to position their businesses for the future to ensure they stay ahead of their competition and at the front of customer's minds.

These workshops are a great way for you to network with fellow businesses and gain valuable advice from experts.

EASTER GIVEAWAY

Make sure you're following us on our social channels @pukekohe, to be in to win some eggciting Easter goodies between 3- 7 April!



FOG CANNON SUBSIDY

Small retail businesses can apply for a subsidy to have fog cannons installed in their store. Fog cannons can fill a shop with dense fog in seconds, stopping criminals from seeing what's going on and preventing further damage or theft.

You can apply if you have:

- no more than two outlets, and
- five or fewer paid employees, and
- a street frontage

You do not need to have been a victim of a ram raid or aggravated robbery to apply for the subsidy.

If you don't own your business premises, it's a good idea to talk to your landlord before applying for the subsidy.

To find out more about the subsidy or to apply, visit www.business.govt.nz and type in 'fog cannon' in the search bar.



BUSINESS TIPS

Improve the sustainability of your supply chain

When you buy and sell goods or services, it's important to do it in a sustainable, environmentally friendly way.

About 70% of your business's sustainability impact comes from your supply chain, so it's a good area of your operation to prioritise if you want to make your business more sustainable.

It's also important to make sure other businesses in your supply chain are taking their sustainability responsibilities seriously. Supply chain sustainability is when you provide goods or services while:

- cutting wastage of resources
- considering the environmental and human effect of a product's journey through your supply chain – from sourcing raw materials to production, storage and transportation

- reducing environmental damage from your carbon footprint, energy usage, water consumption and waste production
- having a positive impact on the people and communities in and around your business.

An easy way to check the sustainability of your supply chain is by using the free self-assessment toolbox, Docket. Docket was created by the Sustainable Business Network in partnership with the government and the private sector and was launched in February 2023.

The Docket toolbox provides a short online assessment, and practical tools and guides so you can see how well your business is caring for the environment and your team. It will also guide you on how to make improvements, if necessary.

Apart from helping to reduce the overall global carbon footprint, there are many benefits in having a sustainable supply

chain for your business.

From saving you money due to being more efficient with energy and resources, to taking climate action which can drive innovation and put you ahead of your competition.

Find out how sustainable your business is by visiting sustainable.org.nz/docket.



business.govt.nz



SCHOOL HOLIDAYS IN THE SQUARE

Join us in the Pukekohe Town Square on Friday, 21 April between 10 am – 2 pm for a day of free school holiday fun!

We will be joined by the Pukekohe Police, Fire and Emergency/Pukekohe Volunteer Fire Brigade, St John, & Counties Manukau Steelers who are bringing along fun and interactive activities for kids to get involved with.

Life Education Counties Manukau will also be in attendance with their mobile classroom and mascot, Harold the Giraffe. Every year Life Education Counties Manukau teaches over 28,000 children about their body, friendships, their identity and food and nutrition.

Attendees will also have the opportunity to create giant bubbles, experience a virtual reality version of the Town Square and be treated to a dance class and performance from 8 Count Dance Studio.



BUSINESS FEATURE

Preview & District

Cheers to 40 years in business!

Right from the beginning, Preview & District Owners, Greg and Liz Hicks have both had a true love for fashion. "We would always be checking out the latest stores in Auckland, and made a point of visiting new stores whenever we travelled" says Greg.

Liz had been pursuing her career in teaching, but set that aside once she realised her heart truly belonged in the fashion world.

Those who have been in town as long as Greg and Liz, will remember Lady Love Boutique. Liz began her adventure there, working part-time. Some months in, Liz overheard a woman asking the owners if they would consider selling the business, to Liz's surprise, they were quite open to the possibility.

"That conversation really sparked a fire inside us, and we discussed how we could potentially make this our future. So on the 10th March 1983 we purchased the business and entered the rag trade" says Liz.

As their experience grew, Greg and Liz took a leap to purchase their second store, Basile Boutique in Manukau Shopping Centre. They later re-branded the stores into Preview and continued to expand to seven stores across Auckland.

"Adapting to the changing market, we entered the unisex streetwear and denim sector with the introduction of Blitz Streetwear and Rivet Jeans. But ultimately, womenswear has always been the core of our business, and that remains true to this day.

"As the years flew by, we reduced the scope of our business to focus more energy into Preview & District Pukekohe"

We have seen a lot of change these past 40 years, but are ultimately so proud and so happy to have been a mainstay in the town of Pukekohe for all this time. It has been our absolute pleasure to serve our community, and beyond, and we are so looking forward to wherever this adventure takes us next."

Visit **Preview & District**
156 King St, Pukekohe, 09 238 9345
previewanddistrict.co.nz
[@previewanddistrict](https://www.instagram.com/previewanddistrict)

Interview with Greg & Liz Hicks

WHAT DO YOU LOVE MOST ABOUT OWNING & OPERATING A BUSINESS IN PUKEKOHE?

We love how this community is so supportive of one another, and we have met amazing people every day.

HOW DO YOU STAY UP-TO-DATE WITH THE LATEST FASHION TRENDS & STYLES?

Our stellar group of local NZ & Australian suppliers do a fantastic job of showing ranges that are up to date with the latest international trends, so much so that choosing only our favourites can be challenging at times!

HOW DO YOU ENGAGE WITH YOUR CUSTOMERS & BUILD A LOYAL FOLLOWING?

We have a very generous in-store loyalty system – every dollar spent on full priced goods earns a point. At 1000 points, you earn a \$100 voucher to spend as you wish on full priced goods in store! We also spend a lot of time engaging with our customers online and via weekly newsletters.

WHAT WOULD WE FIND YOU DOING OUTSIDE OF WORK?

Can't find Greg? He's almost certainly off mountain biking – or if we're at the beach, he'll be hitting the surf! Liz would much prefer being out in the garden or relaxing poolside with an ice-cold gin.

HOW HAVE YOU MAINTAINED YOUR COMPETITIVE EDGE OVER THE YEARS?

We pride ourselves on the unmatched customer service our team provides. Fashion retail is not about just choosing the most popular shapes, prettiest prints, or on-trend styles to stock. We are always ready to help with advice on styling, product care, and how to truly make the most out of your wardrobe. We believe that is what our customers have come to love and appreciate about Preview.

LOCAL ACHIEVEMENTS



TERRIYUMIES

Congratulations to Terri from Terriyumies who recently celebrated her 5th year in business!



SMITH & SONS FRANKLIN

Congratulations to the team at Smith & Sons for winning Franchise of the Year as well as a handful of others at the International Smith & Sons conference!



BABY ON THE MOVE

Shout out to Ange and the Baby On The Move Pukekohe team for donating two car seats to the Pukekohe Police to assist them when transporting the littlest members of our community!



PUKEKOHE TRAVEL

Congratulations to Pukekohe Travel on being nominated for Small Cruise Agency of the Year for 2022 at the Cruise Industry Awards!



COLUMBUS COFFEE INSIDE MITRE 10 MEGA

Congratulations to Monique and her team for winning the Local Marketing Award – and for being a finalist for a raft of others – at the annual Columbus Coffee Awards Evening!



WE WANT TO CELEBRATE YOU!

If your business has celebrated a milestone or achievement, let us know and we can share it.
Email kate@pukekohe.org.nz

NEW MEMBERS

THE PUKEKOHE BUSINESS ASSOCIATION WELCOMES OUR NEW MEMBERS

NAVIGATION HOMES

Navigation Homes design and build homes that span the entire market. From low cost, economical designs to tailoring your unique dream home from scratch.

Suite 9 – 73 King St, Pukekohe
021 0820 3898
navigationhomes.co.nz

FRANKLIN PRIVATE HOSPITAL

Franklin Hospital is New Zealand's newest private hospital. It has been purpose-built to give the Franklin community and surrounding areas greater access to some of New Zealand's top specialists, and the ability to receive treatment closer to home.

12 Glasgow Road, Pukekohe
09 220 4800
franklinhospital.co.nz

LASH FX

Owner & Eyelash Technician Shay, has been lashing for the last 3 years. She is qualified and ready to invite you to look and feel even more beautiful with her lash applications.

13/73 King Street, Pukekohe
022 408 3025
lashfx.gettimely.com

HYPER NAILS

Hyper Nails is a New Zealand distributor for quality nail salon products and education. Hyper Nails also has a salon offering a range of services, from gel polish manicures to acrylic enhancements.

021 1325104
hypernails.com

TILYARD PLUMBING LTD

Tilyard Plumbing proudly offer a one stop shop. They cover all general plumbing, maintenance, gas, renovations, new builds and also all of the drainage and civil works for these projects.

0800 845 597
tilyardplumbing.co.nz

Email us at info@pukekohe.org.nz to find out about becoming a member.



SCHOOL

HOLIDAYS IN THE SQUARE



April 21, 2023

10 AM - 2 PM



Pukekohe Town Square

King Street, Pukekohe



FREE!

Enjoy a free day of activities

FOLLOW US ON FB
 /@PUKEKOHEBA

ACTIVITIES

Police Car & Dress-ups
Fire & Emergency Escape House

VR Experience
Giant Bubble making
+ HEAPS more!

ALL AGES

LOVE
PUKEKOHE

